



Floriculture

California continued to lead the nation with floriculture crops valued at \$1 billion, up a fraction of a percent from the revised 2006 total. Florida, the next largest producer, was up 14 percent from the prior year, with \$915 million in wholesale value for 2007. The number of producers in California declined from 709 in 2006 to 672 in 2007. In Florida, the number of producers declined from 832 in 2006 to 754 in 2007. California and Florida accounted for 47 percent of the 15-state-total wholesale value. The top five states—California, Florida, Michigan, Texas and New York—accounted for 67 percent of the 15-state total value.

California again led the country in cut flower value of production, with \$320 million in wholesale sales from operations with \$100,000 or more in total sales. This 2007 wholesale value was up a fraction of a percent from the revised 2006 valuation, and it accounted for 77 percent of the total cut flower wholesale value in the 15 states. The total wholesale value of California-grown Gerbera daisies, iris, lisianthus and orchids increased substantially for 2007, offsetting decreases in other cut flower crops.

Total wholesale cut flower value also increased slightly in Washington, the second largest producer, while the total wholesale value declined in Florida and Hawaii. The total wholesale value of cut flower crops in the 15-state program increased nearly 1 percent to \$416 million. The number of cut flower producers, on the other hand, declined 8 percent, from 380 in 2006 to 349 for 2007.

California also led in annual bedding and garden plant value of production, a category that accounted for 18 percent of the total wholesale value of floriculture crops grown by operations with \$100,000 or more in sales. Wholesale value of California-grown bedding

and garden plants declined slightly compared with 2006 to approximately \$222 million.

Wholesale value of Michigan floriculture crops, the second largest state behind California, increased slightly to \$193 million. Third-largest Texas reported an 8 percent decrease in wholesale value. Overall, total wholesale value of annual bedding and garden plant crops in the 15 states decreased nearly 4 percent to \$1.26 billion. The number of growers producing annual bedding and garden plants also declined by 12 percent, from 1,965 in 2006 to 1,734 for 2007.

California also continued to lead the country in potted flowering plant value of production for 2007, with a total of \$202 million produced by all operations with \$100,000 or more. This is a 2 percent increase over the revised 2006 valuation. California again accounted for 31 percent of the 15-state total wholesale value reported. Florida, the second largest producer of potted flowering plants, accounted for 22 percent of the total with \$142 million wholesale.

Within the potted flowering plant category, potted orchid production continued to lead in California with crops valued at \$56.5 million, up a fraction of a percent from the revised 2006 wholesale value. Production of potted orchids, potted poinsettias and potted florist chrysanthemums together accounted for more than 50 percent of the wholesale value of California-grown potted flowering plants. The total wholesale value of potted flowering plant crops in the 15-state program increased more than 6 percent to \$661 million.

Floriculture Production and Value for Operations with \$100,000+ Sales, 2006 ¹

Kind	Number of Producers	Unit	Sales		Wholesale Price ² Dollars	Value of Sales at Wholesale \$1,000
			Number Sold 1,000	Wholesale Percent		
CUT FLOWERS						318,667
Alstroemeria	25	Stems	7,871	97	0.00	1,385
Carnations, Standard	13	Stems	5,086	94	0.00	870
Chrysanthemums, Pompon	21	Bunches	10,145	100	1.24	12,580
Delphinium and Larkspur	40	Stems	24,025	99	0.00	5,117
Gerbera Daisy	34	Stems	110,641	100	0.00	32,971
Iris	34	Stems	67,800	100	0.00	15,458
Lilies, All	50	Stems	97,208	100	0.00	66,685
Lisianthus	33	Stems	7,847	99	0.00	3,296
Orchids, All	15	Blooms	4,843	99	0.00	8,306
Roses, All	32	Stems	72,946	99	0.00	26,917
Snapdragons	41	Spikes	33,149	100	0.00	8,586
Tulips ³	—	—	—	—	—	—
Other Cut Flowers	130	—	—	98	—	100,589
POTTED FLOWERING PLANTS						199,262
African Violets	13	Pots	1,067	100	1.35	1,438
Finished Florist Azaleas ³	—	—	—	—	—	—
Chrysanthemums, Florist	20	Pots	4,059	100	3.31	13,453
Lilies, Easter	24	Pots	1,391	100	3.91	5,447
Orchids	42	Pots	6,437	97	8.74	56,243
Poinsettias	81	Pots	8,087	95	4.57	36,935
Roses, Florist ³	—	—	—	—	—	—
Spring Flowering Bulbs	39	Pots	3,833	100	2.85	10,907
Other Potted Flowering Plants	70	Pots	19,341	99	3.03	58,566
FOLIAGE PLANTS FOR INDOOR OR PATIO USE						98,333
Hanging Baskets	65	Baskets	2,939	99	3.70	10,874
Potted Foliage	93	—	—	97	—	87,459
ANNUAL BEDDING/GARDEN PLANTS						292,092
Flats						
Begonias	43	Flats	361	95	8.93	3,224
Geraniums, Cutting	16	Flats	122	89	12.59	1,536
Geraniums, Seed	14	Flats	57	96	10.41	593
Impatiens	52	Flats	1,383	99	9.43	13,042
Impatiens, New Guinea	11	Flats	48	92	9.54	458
Marigolds	53	Flats	783	98	10.05	7,869
Pansy/Viola	55	Flats	1,346	98	9.43	12,693
Petunias	53	Flats	1,159	98	9.70	11,242
Other Flowering and Foliar	56	Flats	8,635	100	8.34	72,016
Vegetable Type	44	Flats	983	99	11.63	11,432
Potted						
Begonias	54	Pots	2,788	82	1.02	2,834
Geraniums, Cutting	53	Pots	6,599	99	1.64	10,848
Geraniums, Seed	21	Pots	381	99	1.23	467
Impatiens	49	Pots	6,330	90	0.98	6,207
Impatiens, New Guinea	47	Pots	1,128	99	1.70	1,919
Marigolds	39	Pots	1,450	89	0.81	1,170
Pansy/Viola	46	Pots	4,405	91	0.78	3,441
Petunias	44	Pots	2,775	94	0.85	2,360
Other Flowering and Foliar	58	Pots	30,734	98	1.39	42,834
Vegetable Type	39	Pots	7,808	99	1.14	8,863

Floriculture Production and Value of Operations with \$100,000+ Sales, 2006 ¹ *continued*

Kind	Number of Producers	Unit	Sales		Wholesale Price ² Dollars	Value of Sales at Wholesale \$1,000
			Number Sold 1,000	Wholesale Percent		
Hanging Baskets						
Begonias	19	Baskets	41	95	8.01	328
Geraniums, Cutting	29	Baskets	160	98	6.99	1,118
Geraniums, Seed	6	Baskets	6	79	7.86	47
Impatiens	21	Baskets	59	94	6.63	391
Impatiens, New Guinea	20	Baskets	45	98	7.40	333
Marigolds ³	—	—	—	—	—	—
Pansy/Viola	—	Baskets	—	—	—	—
Petunias	20	Baskets	50	97	8.12	406
Other Flowering	26	Baskets	894	100	8.06	7,206
Herbaceous Perennials ⁴						
Chrysanthemums, Hardy/Garden	38	Pots	7,171	100	1.34	9,580
Hosta	21	Pots	100	91	3.69	369
Other	82	Pots	23,129	97	2.49	57,229
TOTAL CUT CULTIVATED GREENS ⁵	38	—	—	100	—	12,760
PROPAGATIVE (UNFINISHED)						66,006
Cut Flowers	—	—	—	—	—	3,288
Potted Flowering Plants	—	—	—	—	—	14,730
Bedding/Garden Plants	—	—	—	—	—	37,610
Herbaceous Perennial Plants	—	—	—	—	—	7,291
Foliage Plants ³	—	—	—	—	—	—
TOTAL ALL PLANTS	—	—	—	—	—	987,120

¹ The total covered growing area of 116,649,000 square feet consisted of the following: 23,663,000 square feet of shade and temporary cover; 10,321,000 square feet of glass; 32,202,000 square feet of fiberglass and other rigid greenhouses; 50,463,000 square feet of film plastic (single/multi) greenhouses; and 7,371 acres of open ground.

² For potted plants, price represents a weighted average for plants sold in pots less than 5 inches and in pots 5 inches or more.

³ Included in state totals to avoid disclosure of individual operations.

⁴ Pot price is a weighted average of all pots to avoid disclosure of individual operations.

⁵ Total includes Leatherleaf Ferns, which are not published to avoid disclosure of individual operations.

Floriculture Production and Value for Operations with \$100,000+ Sales, 2007 ¹

Kind	Sales				Wholesale Price ² Dollars	Value of Sales at Wholesale \$1,000
	Number of Producers	Unit	Number Sold	Wholesale		
			1,000	Percent		
CUT FLOWERS						320,036
Alstroemeria	23	Stems	8,477	97	0.00	1,399
Carnations, Standard	7	Stems	3,176	100	0.00	578
Chrysanthemums, Pompon	17	Bunches	9,917	100	1.26	12,495
Delphinium and Larkspur	34	Stems	21,508	100	0.00	4,409
Gerbera Daisy	31	Stems	112,795	100	0.00	33,726
Iris	27	Stems	70,614	100	0.00	15,747
Lilies, All	42	Stems	98,609	100	0.00	65,476
Lisianthus	26	Stems	9,675	99	0.00	3,618
Orchids, All	12	Blooms	5,656	100	0.00	8,970
Roses, All	31	Stems	65,322	98	0.00	25,933
Snapdragons	32	Spikes	30,335	99	0.00	7,038
Tulips ³	—	—	—	—	—	—
Other Cut Flowers	112	—	—	98	—	100,163
POTTED FLOWERING PLANTS						202,476
African Violets	13	Pots	1,032	100	1.36	1,402
Finished Florist Azaleas ³	—	—	—	—	—	—
Chrysanthemums, Florist	20	Pots	4,457	100	3.36	14,962
Lilies, Easter	24	Pots	1,612	100	4.09	6,599
Orchids	37	Pots	6,509	97	8.68	56,473
Poinsettias	73	Pots	7,372	95	4.17	30,762
Roses, Florist ³	—	—	—	—	—	—
Spring Flowering Bulbs	36	Pots	3,250	100	2.67	8,663
Other Potted Flowering Plants	70	Pots	19,548	99	3.38	66,035
FOLIAGE PLANTS FOR INDOOR OR PATIO USE						104,014
Hanging Baskets	63	Baskets	2,758	100	4.20	11,584
Potted Foliage	98	—	—	97	—	92,430
ANNUAL BEDDING/GARDEN PLANTS						284,251
Flats						
Begonias	47	Flats	353	97	8.85	3,124
Geraniums, Cutting	15	Flats	134	100	11.80	1,581
Geraniums, Seed	15	Flats	68	97	10.68	726
Impatiens	56	Flats	1,263	98	9.26	11,695
Impatiens, New Guinea	10	Flats	56	93	10.18	570
Marigolds	51	Flats	774	98	10.41	8,057
Pansy/Viola	56	Flats	1,334	99	10.07	13,433
Petunias	52	Flats	1,076	99	10.16	10,932
Other Flowering and Foliar	53	Flats	8,499	100	8.59	73,006
Vegetable Type	40	Flats	722	99	12.11	8,743
Potted						
Begonias	44	Pots	2,221	80	1.10	2,438
Geraniums, Cutting	49	Pots	4,596	99	1.89	8,696
Geraniums, Seed	24	Pots	399	98	1.23	491
Impatiens	45	Pots	5,531	87	1.01	5,591
Impatiens, New Guinea	43	Pots	823	98	1.74	1,428
Marigolds	36	Pots	1,564	92	0.80	1,246
Pansy/Viola	39	Pots	5,261	92	0.78	4,083
Petunias	39	Pots	3,599	96	0.80	2,866
Other Flowering and Foliar	53	Pots	32,033	98	1.52	48,658
Vegetable Type	39	Pots	5,343	97	1.08	5,767

Floriculture Production and Value of Operations with \$100,000+ Sales, 2007 ¹ *continued*

Kind	Sales				Wholesale Price ² Dollars	Value of Sales at Wholesale \$1,000
	Number of Producers	Unit	Number Sold	Wholesale		
			1,000	Percent		
Hanging Baskets						
Begonias	18	Baskets	38	100	7.96	302
Geraniums, Cutting	25	Baskets	115	100	7.76	892
Geraniums, Seed	7	Baskets	3	75	7.51	23
Impatiens	18	Baskets	70	98	7.82	547
Impatiens, New Guinea	18	Baskets	28	99	8.56	240
Marigolds ³	—	—	—	—	—	—
Pansy/Viola	7	Baskets	5	100	7.68	38
Petunias	19	Baskets	32	100	8.08	259
Other Flowering	20	Baskets	748	99	8.32	6,223
Herbaceous Perennials ⁴						
Chrysanthemums, Hardy/Garden	37	Pots	5,957	100	1.26	7,545
Hosta	22	Pots	112	97	3.63	407
Other	84	Pots	22,069	98	2.48	54,644
TOTAL CUT CULTIVATED GREENS ⁵	36	—	—	100	—	12,862
PROPAGATIVE (UNFINISHED)						67,757
Cut Flowers	—	—	—	—	—	3,686
Potted Flowering Plants	—	—	—	—	—	14,869
Bedding/Garden Plants	—	—	—	—	—	37,264
Herbaceous Perennial Plants	—	—	—	—	—	7,352
Foliage Plants ³	—	—	—	—	—	—
TOTAL ALL PLANTS	—	—	—	—	—	991,396

¹ The total covered growing area of 116,621,000 square feet consisted of the following: 22,830,000 square feet of shade and temporary cover; 8,780,000 square feet of glass; 32,764,000 square feet of fiberglass and other rigid greenhouses; 52,247,000 square feet of film plastic (single/multi) greenhouses; and 6,950 acres of open ground.

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